



## Engineering Development for the Technology Executive

Preparing engineering and technical professionals for leadership roles by cultivating expertise and skills in technology and leadership.

### Technology | Strategy | Execution

We draw on the talents of our world-renowned faculty - industry innovators with real-world experience as entrepreneurs and other industry experts to create targeted programs focused on the application of ideas. We create and deliver educational programs that suit the demands of your

| Program   | Date                  | Duration                            | Location                   | Cost               | Lead Instructor             |
|---|-----------------------|-------------------------------------|----------------------------|--------------------|-----------------------------|
| <b>Augmented and Virtual Reality (AR/VR)</b>            | October 19, 2017      | 2 days                              | UC Berkeley Campus         | \$3,500            | Allen Yang, Ph.D            |
| <b>Global Technology Leaders</b>                        | October 25, 2017      | 8 weekly 2hr sessions               | UC Berkeley Campus         | \$8,500            | Anthony St. George, Ph.D    |
| <b>Silicon Valley Innovation Leadership Week</b>        | October 30, 2017      | 7 days                              | UC Berkeley Campus         | \$10,500           | Ikhtlaq Sidhu, Ph.D         |
| <b>Positive Leadership and Innovation</b>               | November 8, 2017      | 3 days                              | UC Berkeley Campus         | \$4,500            | Keith Gatto, Ph.D           |
| <b>Design Innovation for the Internet of Things</b>     | December 4, 2017      | 2 days                              | UC Berkeley Campus         | \$3,500            | Björn Hartmann, Ph.D        |
| <b>Industry Applications for the Internet of Things</b> | December 6, 2017      | 3 days                              | UC Berkeley Campus         | \$4,500            | Naeem Zafar                 |
| <b>IoT Week</b>   | December 4-8, 2017    | 2- 3 days                           | UC Berkeley Campus         | \$7,200            | Björn Hartmann, Naeem Zafar |
| <b>Engineering Leadership Professional Program</b>      | January 17, 2018      | 4 1/2 months 23 weekly 3hr sessions | Hyatt House, San Jose      | \$14,300           | Ikhtlaq Sidhu, Ph.D         |
| <b>Commercialization of Disruptive Technology</b>       | Determined by Program | 1-3 Years                           | UC Berkeley Silicon Valley | \$21,400- \$27,785 | Keith Gatto, Ph.D           |

# Programs 2017 - 2018



## Augmented and Virtual Reality (AR/VR)

The AR/VR program is designed to facilitate understanding of key industry terms and trends, their impact on your business and new opportunities for growth.

START: **October 19, 2017**

DURATION: **2 days**



## Global Technology Leaders Program

This program builds on the experience and expertise of our world-renowned faculty to educate emerging leaders on the opportunities and challenges of global engagement for technology companies.

START: **October 25, 2017**

DURATION: **8 weekly 2hr evening sessions**



## Silicon Valley Innovation Leadership Week

Set on both the Berkeley campus and in Silicon Valley, this is a one-week intensive program designed to guide leaders to advance innovation in their firms in multiple dimensions including strategy, technology, culture, mindset, process and team organization.

START: **October 30, 2017**

DURATION: **7 days**



## Positive Leadership and Innovation

This three day program is designed to help leaders utilize their strengths to create a positive mindset for employees and a culture where Innovation happens naturally. The program is taught by Berkeley faculty and leading Silicon Valley experts.

START: **November 8, 2017**

DURATION: **3 days**



## Design Innovation for the Internet of Things

This two-day design innovation program provides a framework for thinking about the co-evolution of design and technology, with a focus on emerging trends in the Internet of Things.

START: **December 4, 2017**

DURATION: **2 days**



## Industry Applications for the Internet of Things

Through IoT use cases, this program will enable you to understand new technologies taking shape and help you create a plan to capitalize on the latest developments.

START: **December 6, 2017**

DURATION: **3 days**



## Engineering Leadership Professional Program (ELPP)

UC Berkeley's Engineering Leadership Professional Program (ELPP) is a 4-month program providing the professional development and specific skills to turn top-performing engineering managers and technical leaders into true enterprise leaders.

START: **January 17, 2018**

DURATION: **4 1/2 months, 23 weekly 3hr evening sessions**



### Joint Program

## COMMERCIALIZATION OF DISRUPTIVE TECHNOLOGY

A program in commercialization of disruptive technology in areas such as **IoT** and **AR/VR**, for those seeking to understand the business impact and opportunities of the latest emerging technologies.

The College of Engineering Executive & Professional Education and Berkeley Executive Education are collaborating to create a program which combines the breadth of knowledge of two of UC Berkeley's strongest academic units - the College of Engineering and the Haas Business School.

The program leverages the strengths of both units to guide participants seeking to understand, build, or expand a business driven by the latest disruptive technologies.

### IoT WEEK 4-8 December 2017

Come join us for an immersive program focused on the business impact, engineering design, and innovation related to the Internet of Things (IoT).

#### Design Innovation for the Internet of Things December 4-5, 2017

#### Industry Applications for the Internet of Things December 6-8, 2017

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